



CITY OF KETCHUM, IDAHO
SPECIAL MEETING - CITY COUNCIL, PLANNING & ZONING COMMISSION AND URBAN
RENEWAL AGENCY
Tuesday, February 08, 2022, 4:30 PM
191 5th Street West, Ketchum, Idaho 83340

AGENDA

PUBLIC PARTICIPATION INFORMATION

Public information on this meeting is posted outside City Hall.

We welcome you to watch Council Meetings via live stream.

You will find this option on our website at www.ketchumidaho.org/meetings.

If you would like to comment on a public hearing agenda item, please select the best option for your participation:

1. Join us via Zoom (*please mute your device until called upon*).
Join the Webinar: <https://ketchumidaho-org.zoom.us/j/82390782882>
Webinar ID: 823 9078 2882
2. Address the Council in person at City Hall (*masks are required in the Community Meeting Room and seating has been arranged per the required social distance of 6'*).
3. Submit your comments in writing at participate@ketchumidaho.org (*by noon the day of the meeting*).

This agenda is subject to revisions. All revisions will be underlined.

CALL TO ORDER: By Mayor Neil Bradshaw

ROLL CALL:

NEW BUSINESS:

4. Joint Work Session – Community Housing

ADJOURNMENT:

Joint Work Session

- Ketchum Urban Renewal Agency (KURA)
- Ketchum City Council
- Ketchum Planning & Zoning Commission

Housing Matters Initiative: Update & Coordination Session

February 8, 2022 | 4pm

Joint Work Session Agenda

Welcome!

- Welcome and Brief Introductions
 - Review Meeting Purpose
-

Update on Ketchum Housing Matters Initiatives

- Community Housing Action Plan + Task Force Meetings
 - Countywide Conversation on Housing Partnership Framework
-

Coordinating Round Table

- Share updates on housing priorities at your organization
 - Discussion around areas of alignment
-

Close + Next

- Next meeting?
- Final Feedback

Joint Session: Purpose + Objectives

Purpose: Coordinate efforts to better align for future housing in Ketchum

Objectives:

Bring together representatives from City of Ketchum, Planning & Zoning Commission and the Ketchum Urban Renewal Agency to:

- Share update on Ketchum Housing Matters Initiatives.
- Understand housing strategies and actions we are committed to.
- Identify how entities anticipate/prefer working together.

Building on prior work and existing plans

City Comp Plan

Ketchum Urban Renewal Plan



URBAN RENEWAL PLAN KETCHUM URBAN RENEWAL PROJECT KETCHUM URBAN RENEWAL AGENCY CITY OF KETCHUM, IDAHO	
Ordinance No. 1077 Adopted November 15, 2010 Effective November 24, 2010	
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General Procedures of the Agency	4
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Conformance With State of Idaho Urban Renewal Law of 1965, as Amended	4
Description of Revenue Allocation Area	4
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General	5
Urban Renewal Plan Objectives	
Participation Opportunities and Agreement	
Cooperation with Public Bodies	
Property Acquisition	
Real Property	
Personal Property	
Property Management	
Ketchum Urban Renewal Plan November 15, 2010	

Community Housing Action Plan Stages



I. Context Summary

Phase I

- Needs data
- Surveys



Research Plan



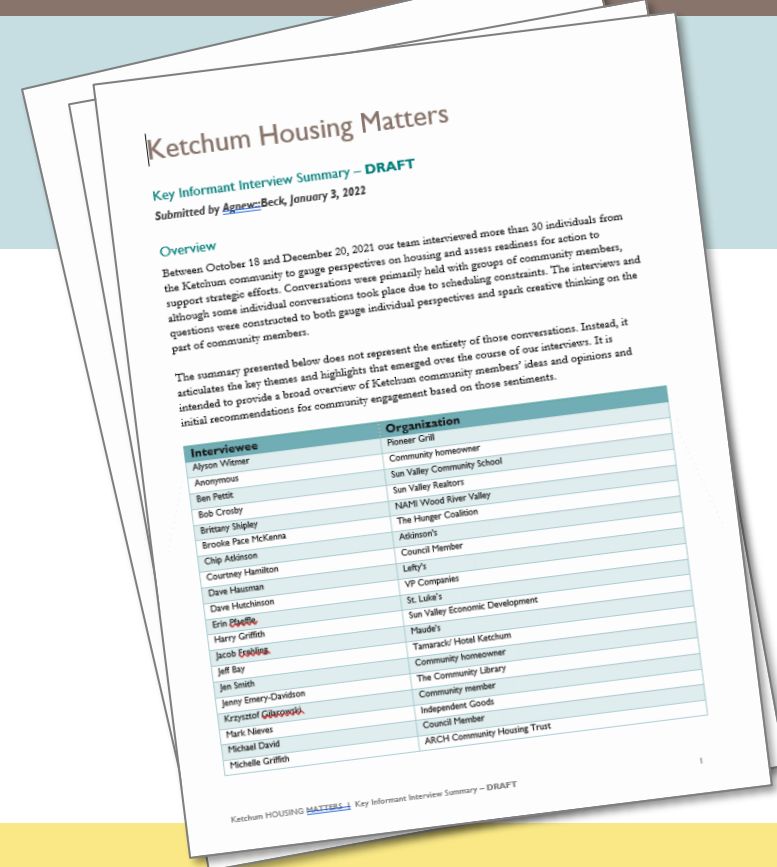
Stakeholder Interviews

Interviewees

- More than 30 individuals
- Including, but not limited to:
 - Community advocates
 - Developers
 - Nonprofits
 - Community residents
 - Employers

Key Response Themes

- Housing Needs & Transparency
- Intentional Housing Framework
- Community "Fortitude"



Community Survey (open Nov 15, 2021-Jan 3, 2022)

Survey Publicity

- Channels
 - Direct email contact
 - Earned media
 - Online media
 - Spanish translation
 - Paper distribution and flyers
 - Partner amplification
- Response Goal = 500
 - **1,117 total received**

Who Did We Hear From?

- All locations represented
- 95% of respondents live and work in the Wood River Valley
- Homeowners and renters represented in proportion
- Robust spectrum of income levels

<https://www.ketchumidaho.org/administration/project/housing-matters>

Targeted outreach occurred to:

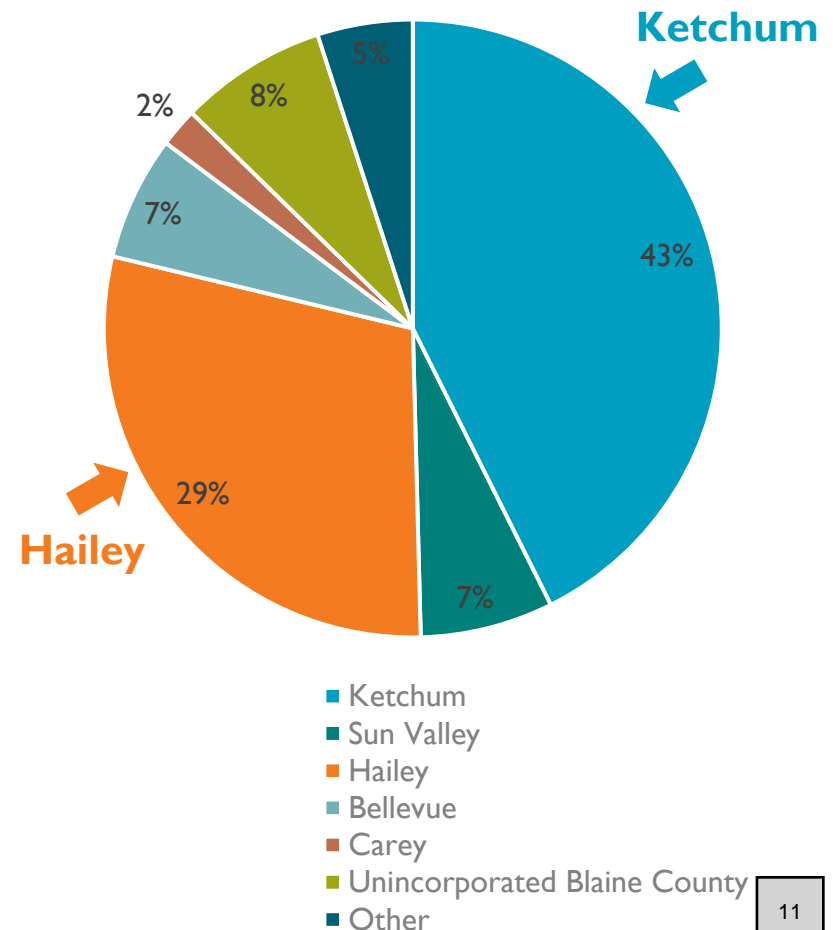
- Non-white populations
- Younger populations, particularly younger members of the workforce (18-24)
- Older populations (65+)

Who We Heard From...

Survey responses were collected from a diverse population representing:

- Residents of Ketchum (43%), Hailey (29%), Sun Valley (7%), Bellevue (7%), Carey (2%), unincorporated Blaine County (8%) and other locations.
- A regional workforce - Ketchum (52%), Hailey (25%), Sun Valley (4%) Bellevue (4%).
- Homeowners (63%), Renters (28%) and individuals with other housing situations (9%).
- **1% of respondents indicated they were currently experiencing homelessness.**
- **8.5% of respondents identified as Hispanic or Latino.**
- A range of household incomes from under \$15,000 to over \$1,000,000.
- Average household size of 2.5 individuals.

Where Respondents Reside



Housing Analysis

Method

- Standard data sources such as U.S. Census, American Community Survey (ACS), HUD
- Shared local data and reports
- Worked to synthesize, pare down and focus in

Purpose

- Center the key trends likely influencing Ketchum's housing crisis.
- Cross-walk with anecdotal information, local knowledge and narratives.

Honoring local and historical data

- Visit Sun Valley
- Blaine County Housing Authority
- Sun Valley Realtors
- Previous City Needs Assessments
- Sun Valley Company
- Sun Valley Economic Development
- ARCH Community Housing Trust

EXECUTIVE SUMMARY

- Key trends in Ketchum
- Countywide trends
- Estimated demand by 2030

Key Trends and Conclusions (7) - Ketchum

Topline summary: Ketchum has an increasingly challenging housing environment for local, year-round residents, especially those earning 120% or below of the area's median income (AMI). The lack of supply is translating into Ketchum losing its local workforce and limiting housing opportunity for people at differing stages of life. The underlying fundamentals follow a consistent and worsening trend over at least the past two decades:

1. Long-term rentals have decreased in Ketchum,
2. Affordability for renting or owning has not improved,
3. Residential development (non-seasonal/non-luxury) has slowed,
4. Seasonal and short-term rentals have increased,
5. Housing costs (rent/own) have increased,
6. Land available for development is constrained,
7. Local residents are experiencing literal homelessness.

“Pandemic Acceleration:” The past 2 years have seen a severe acceleration of these trends, along with a substantial increase in year-round population (*exception: short-term rentals have seen some near-term declines year over year in the past two years*).

Take-away: Housing strategy and actions should focus on addressing each key trend.

Key Trends and Conclusions – Blaine County

Topline summary: A high-level scan indicates that Blaine County and the cities within it are all experiencing concerning trends and reaching a “*housing tipping point*.”

- Demand is increasingly outpacing supply.
 - Household incomes and housing costs are not aligned.
-

Blaine County and its cities are experiencing trends and challenges like those experienced by Ketchum (*see summary of trends on previous slide*). The underlying fundamentals match Ketchum’s and follow a consistent trend over at least the past 10 years.

These challenges may currently be less pronounced for some communities, as there is some variation among municipalities within the County.

A fuller examination of countywide and municipal housing and population data, as well as sharing development cost and land analysis data may reveal important nuances and is an important step to inform a more effective and collaborative countywide housing strategy.

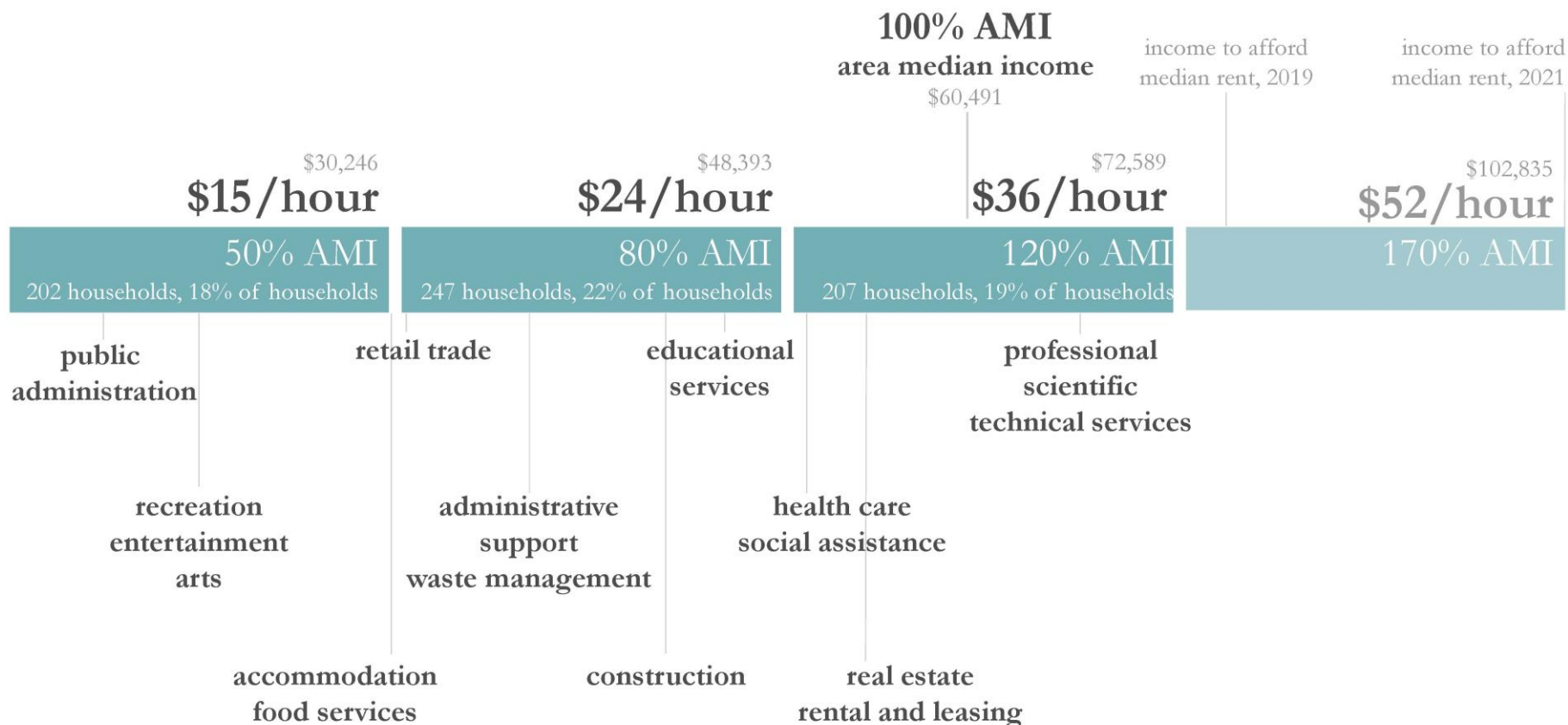
Housing Model Projection – Ketchum 2030

	HISTORIC GROWTH (1% per year)	HIGH GROWTH (3% average)
<u>Current Households</u> in need of stabilization/at-risk (includes cost burdened, people experiencing homelessness, substandard housing, overcrowding)	436	436
Total <u>New Households</u> by 2030 (population growth)	+224	+546
<u>Total Households</u> Units by 2030 Can include: <ul style="list-style-type: none"> • Convert existing units to affordable rents • New construction • Rent assistance and stabilization 	660	982
Units needed per year to keep pace with growth and address at-risk populations	66 units/year	98 units/year

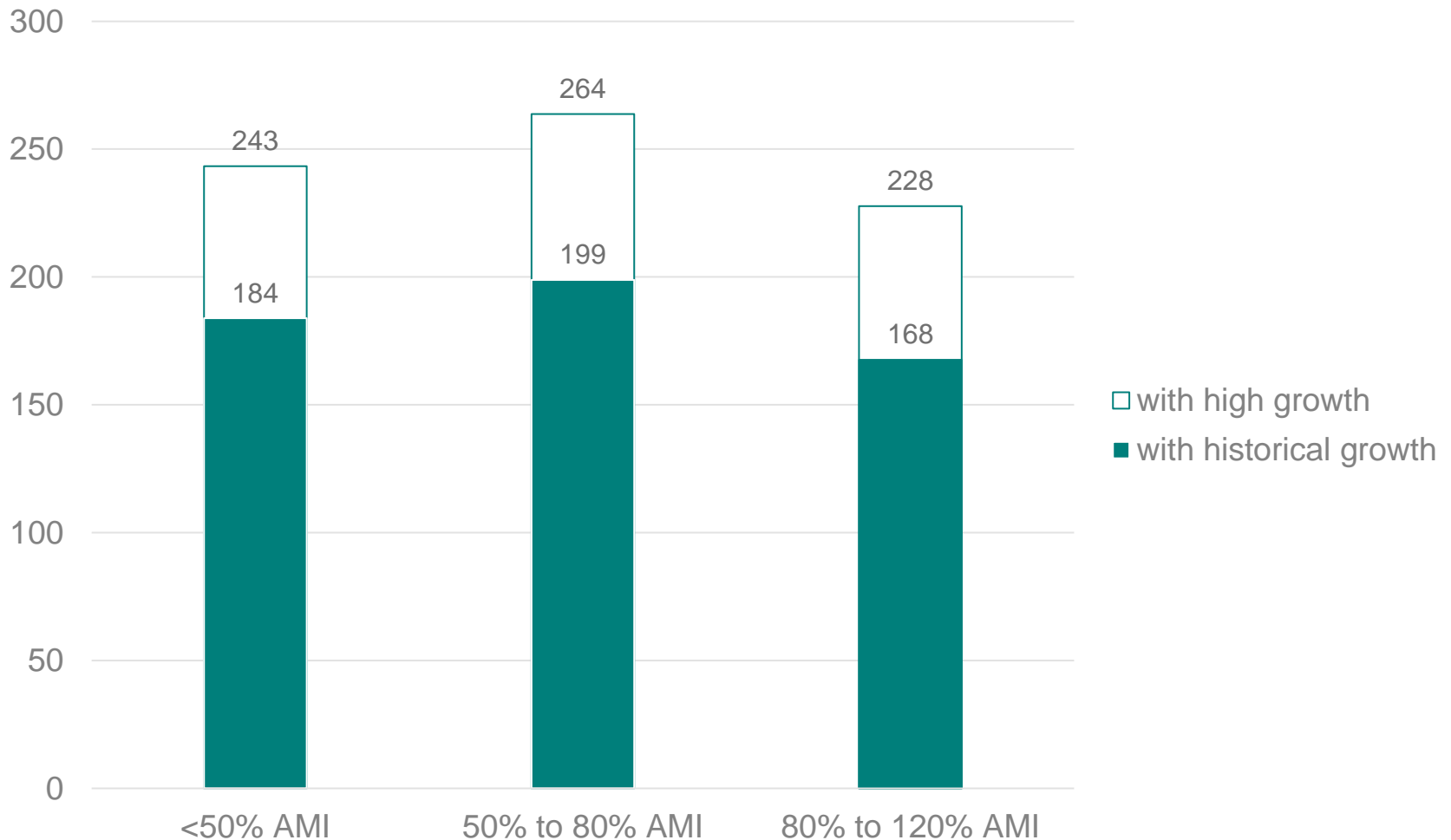
Current Households by AMI breakout (below 120%)

Ketchum households by industry median earnings, full-time 2019

Median = the middle value. 50% of industry workers earn below and 50% earn above the median.



Ketchum projected demand by AMI (below 120%)



Initial Housing Model Projection – Blaine County 2030

	HISTORIC GROWTH (1% per year)	HIGH GROWTH (3% average)
Current Households in need of stabilization/at-risk Includes: <ul style="list-style-type: none"> • cost burdened households • people experiencing homelessness • people living in substandard housing, • households with overcrowding 	3,041	3,041
Total New Households by 2030 (population growth)	1,675	3,320
Total Households Units by 2030 Units can include: <ul style="list-style-type: none"> • Convert existing units to affordable rents • New construction • Rent assistance and stabilization 	4,717	6,361
Units needed per year to keep pace with growth and address at-risk populations	471 units/year	636 units/year

Affording housing is [^]challenging increasingly

Ketchum

Cost burdened households = about 40%

Since 2010, the # of lower-earning households of \$75,000 or less, annually jumped from 57% to 60%

\$800-\$1,800 = affordable range of housing costs for households 120% AMI and below.

Average Household Size for renters increased from 1.74 to 2.92 between 2010-2019.

Blaine County

Cost burdened households = about 33%

Since 2010, the # of lower-earning households of \$75,000 or less, annually jumped from 60% to 63%

\$700-\$1,700 = affordable range of housing costs for households 120% AMI and below.

Average Household Size for renters increased from 2.31 to 3.01 between 2010-2019.

(cost burdened = paying more than 30% of household income for housing costs – this is consistent over the past decade and is true for both homeowners and renters)

I. Context Summary

Questions?

Feedback?



Community Housing Action Plan Stages



2. Action Plan Development

Step 2:

- Vision and Goals
- Task Force Input
- Other Outreach

Draft Action Framework

Vision: Increase access, create, and preserve enough homes for residents at varying income levels and life stages to maintain a thriving local community.

Principles: Support a collaborative, coordinated strategy to:

- Ensure every person has a safe, healthy home.
- Ensure housing is affordable to our local workforce.
- Sustain an inclusive, year-round community.

Draft Action Framework

Housing Solutions

Create, preserve, and increase access to affordable housing.

- 1. MOST VULNERABLE:** Immediately house people experiencing homelessness and stabilize at-risk renters.
- 2. WORKFORCE:** Increase access to, create and preserve housing that is affordable for our local workforce (0-120% AMI).
- 3. LOCALS + VISITORS:** Create and maintain a healthy balance of visitor lodging and community housing.

Community Capacity

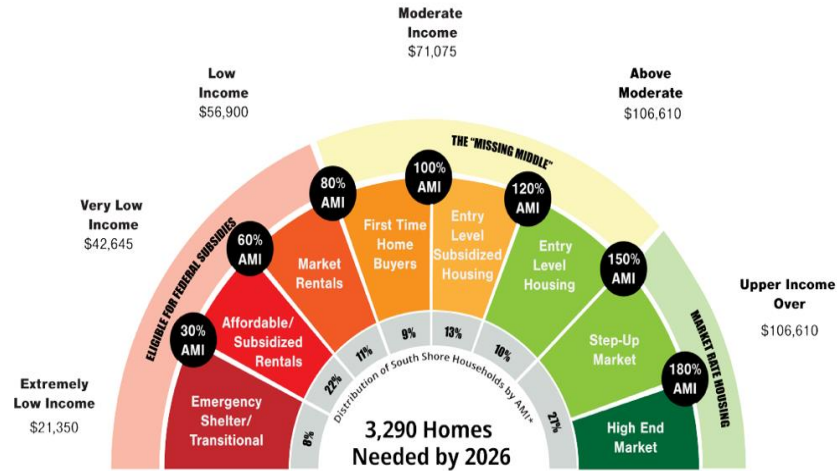
Increase responsiveness and effectiveness of the housing systems.

- 4. FUND:** Increase resources to support housing efforts.
- 5. COLLABORATE:** Mature housing partnerships and streamline knowledge sharing.
- 6. COMMUNICATE:** Open, ongoing dialogue as a community.
- 7. SUPPLY:** Build a regulatory and policy environment for community housing development and compliance.

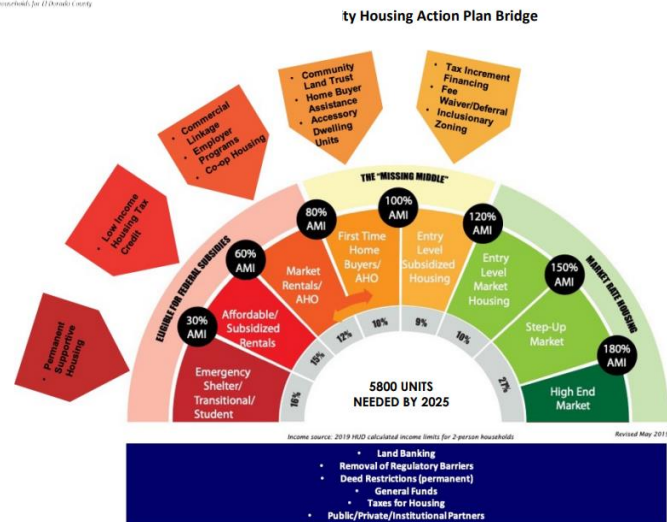
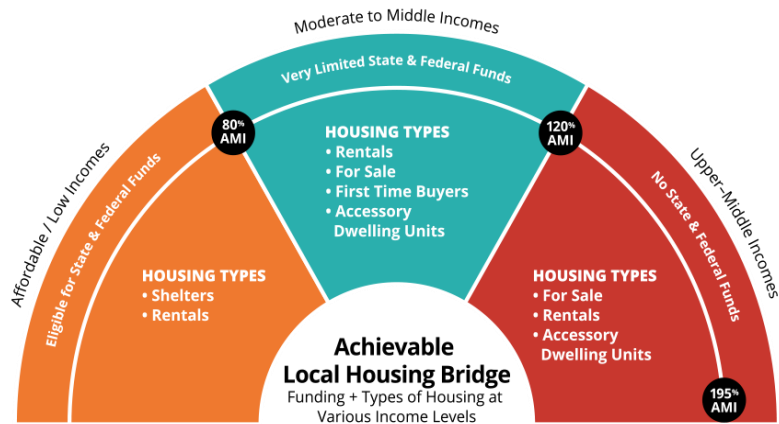
This is a key research resource (“encyclopedia of possibilities”) we will continue to refine and pull from for the Housing Action Plan.

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Many Communities Using Housing Bridges

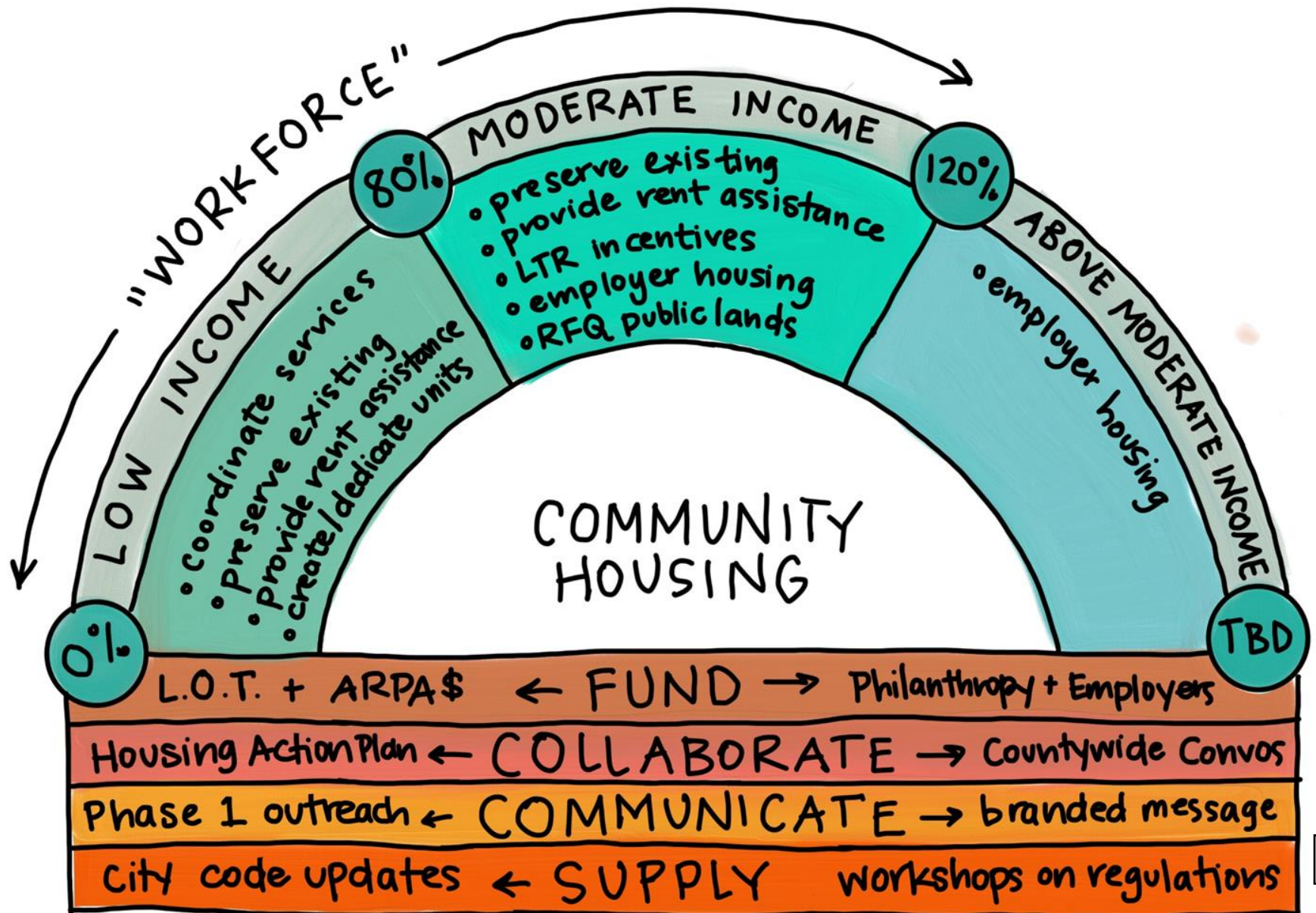


^aIncome source: 2019 California HCD calculated income levels for 2.5-person households for 11 Dakota County.



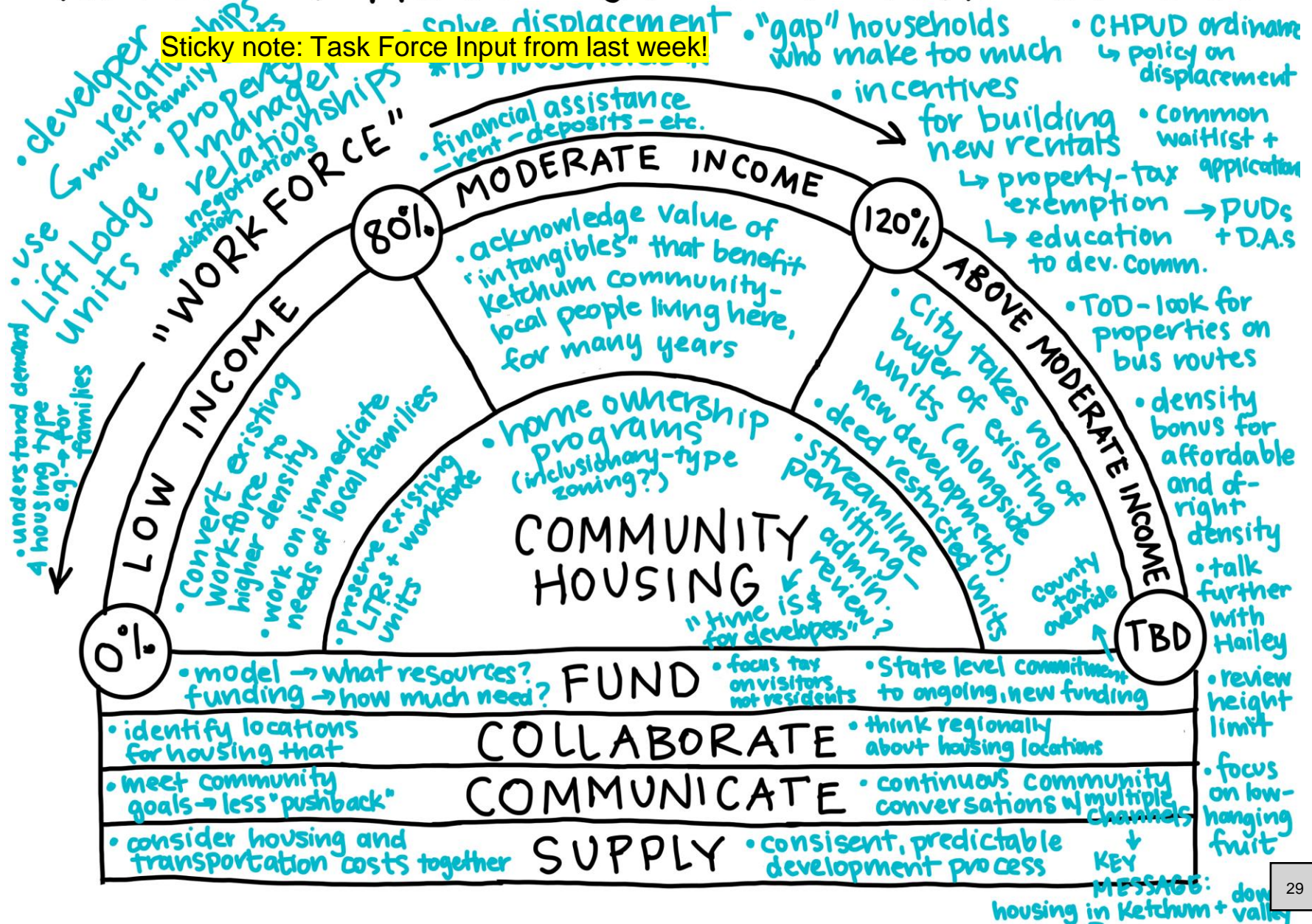
WSW Consulting, Inc.; Navigate, LLC.; Freshtracks Collaboration

KETCHUM HOUSING ACTION PLAN BRIDGE



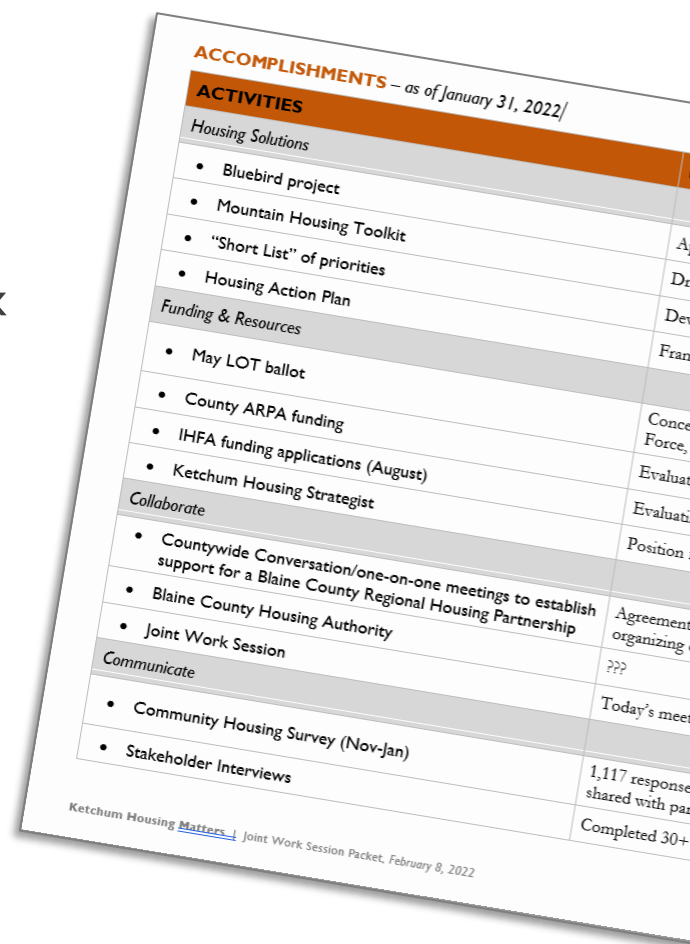
KETCHUM HOUSING ACTION PLAN BRIDGE

Sticky note: Task Force Input from last week!



Wins & Accomplishments in 4.5 Months!

- ✓ **Local Coordination for Housing Launched:**
Task Force Meetings (2)
- ✓ **Understand Our Needs:**
General alignment on 2022 Housing Needs Data
- ✓ **Researched Our Options:**
Development of Mountain Town Housing Toolbox
- ✓ **Funding for Housing in Progress:**
Ballot language moving forward to expand LOT to include housing
- ✓ **Regional Coordination Kicked-Off:**
County Housing Partnership Framework Conversation
- ✓ **Housing Action Plan Framework Drafted:**
Vision, Principles, Goals
- ✓ **Community Engaged:**
Kicked off outreach efforts, surveys conducted, more to come!



ACTIVITIES	
Housing Solutions	
• Bluebird project	A
• Mountain Housing Toolkit	Dr
• "Short List" of priorities	Dev
• Housing Action Plan	Fran
Funding & Resources	
• May LOT ballot	Conce
• County ARPA funding	Force,
• IHFA funding applications (August)	Evaluat
• Ketchum Housing Strategist	Evaluat
Collaborate	Position
• Countywide Conversation/one-on-one meetings to establish support for a Blaine County Regional Housing Partnership	Agreement
• Blaine County Housing Authority	organizing
• Joint Work Session	???
Communicate	Today's meet
• Community Housing Survey (Nov-Jan)	1,117 response
• Stakeholder Interviews	shared with par
	Completed 30+

Ketchum Housing [Matters](#) | Joint Work Session Packet, February 8, 2022

Parallel Timelines

OCT 2021 NOV DEC JAN 2022 FEB MAR APR MAY JUN JUL AUG SEP OCT

Ketchum Housing Action Plan

Survey and Research	Task Force Meetings and Action Planning	Work to Implement Action Plan
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Local Option Tax for Community Housing

OCT: City Council Direction	MAR 18: Ballot Language Due	MAY: Decision before voters	OCT: \$\$\$
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Regional Partner Conversations/ARPA

County ARPA funds designated for housing	Countywide Conversation on Regional Partnership	Create structure and agreements for Regional Partnership?	Apply to County for project funding
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Housing Development Projects

(Manage existing projects in development)	APRIL: Developer RFPs	MAY: Identify Proposal	AUG: IHFA Funding Applications Due
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Coordinating Roundtable Worksheet

Who	Potential Project Priorities	Timeframe	Feedback/Comments
Ketchum City Council	<ul style="list-style-type: none"> ○ LOT language and election ○ Housing Action Plan <ul style="list-style-type: none"> ▪ Approval ▪ Sponsoring Valley coordination ○ Leadville lot ○ Downtown parking plan 		
Planning and Zoning Commission	<ul style="list-style-type: none"> ○ Establish minimum density requirement in multi-family, tourist and community core zoning districts ○ Eliminate or reduce minimum lot size in residential zoning districts ○ Permit multi-family development to occur in all residential zoning districts, including single-family zones 		
Ketchum Urban Renewal Agency	<ul style="list-style-type: none"> ○ Prepare request to develop First St. & Washington Ave. property ○ Purchase property for future housing development ○ Contribute funding towards deed restricted housing projects 		

Joint Work Session

- What's next?
- Meet again?
- Send any ideas or questions to:
cconnelly@ketchumidaho.org

**Housing Matters Initiative:
Update & Coordination Session**

THANK YOU!